

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Please amend claims 8, 9 and 16 as indicated below (material to be inserted is in underline, material to be deleted is in ~~strikeout~~):

Listing of Claims:

1. (Original) A printing method, comprising:
providing a website having a web page accessible via a browser program, the browser program having browser print controls for initiating processing of print jobs;
providing printable content that is associated with the website but not displayed on the web page;
providing a print activator on the web page, where activation of the print activator enables a user to initiate printing without having to operate the browser print controls; and
in response to user activation of the print activator, printing the printable content at a printer.
2. (Original) The method of claim 1, where the printable content is a catalog featuring consumer products and/or services.
3. (Original) The method of claim 1, where the print activator takes the form of a hyperlink that identifies the printable content.
4. (Original) The method of claim 1, where the print button activates the print processing functions provided on the computer running the browser program.

5. (Original) The method of claim 1, where activation of the print button causes printing to be performed by bypassing the print features provided on the browser program.

6. (Original) The method of claim 1, where the print button causes the printable content to downloaded directly to the printer.

7. (Original) The method of claim 1, where the printable content is separated into a plurality of sections that are downloaded individually to the printer.

8. (Currently Amended) ~~The method of claim 1,~~ A printing method, comprising:

providing a website having a web page accessible via a browser program, the browser program having browser print controls for initiating processing of print jobs;

providing printable content that is associated with the website but not displayed on the web page, where the printable content is not formatted for display by the web browser, but rather is specially formatted for output in printed hard copy form;

providing a print activator on the web page, where activation of the print activator enables a user to initiate printing without having to operate the browser print controls; and

in response to user activation of the print activator, printing the printable content at a printer.

9. (Currently Amended) A printing method, comprising:
- providing a website having a web page accessible via a browser program, the browser program having browser print controls for initiating processing of print jobs;
- providing printable content that is associated with the website but not displayed on the ~~we-b~~ web page;
- displaying a user-actuable print activator on the web page; and
- in response to activation of the print activator, initiating printing of the printable content at a printer independent of any operation of the browser print controls.
10. (Original) The method of claim 9, where the printable content is a catalog featuring consumer products and/or services.
11. (Original) The method of claim 9, where the print activator takes the form of a hyperlink that identifies the printable content.
12. (Original) The method of claim 9, where the print button activates the print processing functions provided on the computer running the browser program.
13. (Original) The method of claim 9, where activation of the print button causes printing to be performed by bypassing the print features provided on the browser program.
14. (Original) The method of claim 9, where the print button causes the printable content to downloaded directly to the printer.
15. (Original) The method of claim 9, where the printable content is separated into a plurality of sections that are downloaded individually to the printer.

16. (Currently Amended) ~~The method of claim 9,~~ A printing method,
comprising:

providing a website having a web page accessible via a browser program, the
browser program having browser print controls for initiating processing of print jobs;

providing printable content that is associated with the website but not
displayed on the web page, where the printable content is not formatted for display
by the web browser, but rather is specially formatted for output in printed hard copy
form;

displaying a user-actuable print activator on the web page; and

in response to activation of the print activator, initiating printing of the printable
content at a printer independent of any operation of the browser print controls.

17. (Original) A system for printing printable content associated with a
website, comprising:

a website having a web page, where the printable content is not displayed on
the web page;

a computer running a browser program capable of displaying the web page,
where the browser program includes browser print controls for initiating processing
of print jobs; and

a user-actuable print activator displayed on the web page, where when the
web page is displayed by the browser, activation of the print activator initiates
printing of the printable content at a printer independent of any operation of the
browser print controls.

18. (Original) A method of providing a catalog in printed form to a customer, comprising:

storing the catalog in computer-readable form in a memory location accessible from a communications network;

providing a website that is related to products and/or services featured in the catalog;

referencing but not displaying the catalog on a web page included on the website, where a user-actuable print activator is displayed on the web page; and

in response to customer activation of the print activator, initiating printing of the catalog at a local printer, where the printing is initiated without the customer having to operate print controls included on a browser program used to display the web page.